

ABSTRACT

The invention disclosed herein provides a method for eliciting a response to an electronic campaign. The method can include identifying the available network capacity for transmitting electronic content and receiving consumer responses to the transmitted electronic content. The electronic content can be transmitted over the network at a predetermined rate. Concurrently therewith, the effectiveness of transmitting the electronic content can be determined by identifying consumer responses to the transmitted electronic content. The electronic campaign can be dynamically modified according to the determined effectiveness of the electronic campaign and the identified available network capacity.